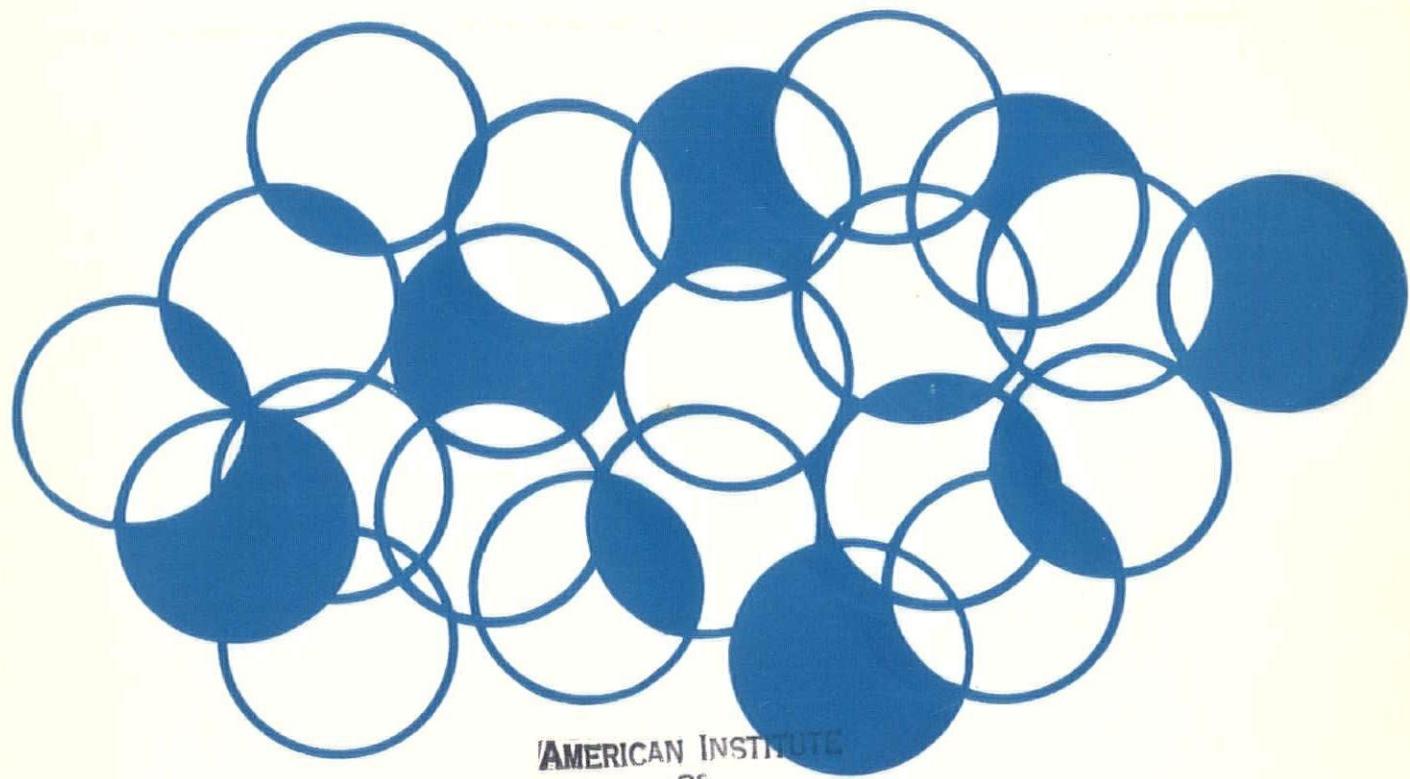


# the florida architect

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*Calling From The Campus...*

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Because the University of Florida is a State-operated and financed institution, it cannot budget nor borrow funds needed to provide the one-to-nine matching sum necessary to assure an allocation from the National Defense Loan Fund. Thus donations must be relied upon to raise the \$90,000 needed to establish a basis for the total revolving fund required for student aid during the next four years. Hence this appeal for alumni help.

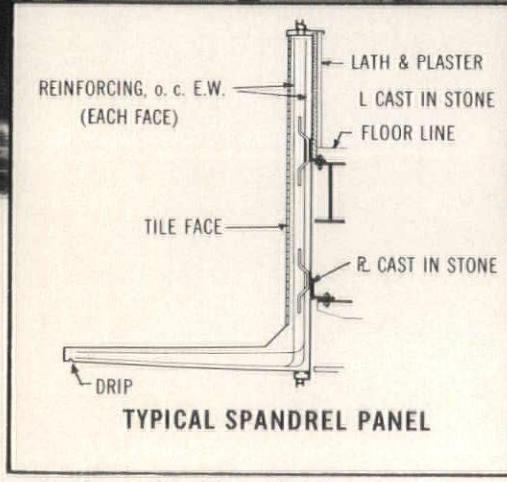
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Each panel is supported with continuous angles cast in the back of the panel and resting on steel beams. Clip angles and plates at bottom of each panel give firm anchorage. Lightweight insulation, lath and plaster are applied directly to the back of the panel. This type of spandrel panel was used on the north and south elevations and partially on the east wall.

# The Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

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THE COVER

Through the cooperative initiative of Larry Salkin of the U/F Student Chapter, AIA, several of the 1961 covers of the Florida Architect will be the designs of U/F architectural students as last year. This month's cover was adapted from the design sketch of J. A. Huberman.

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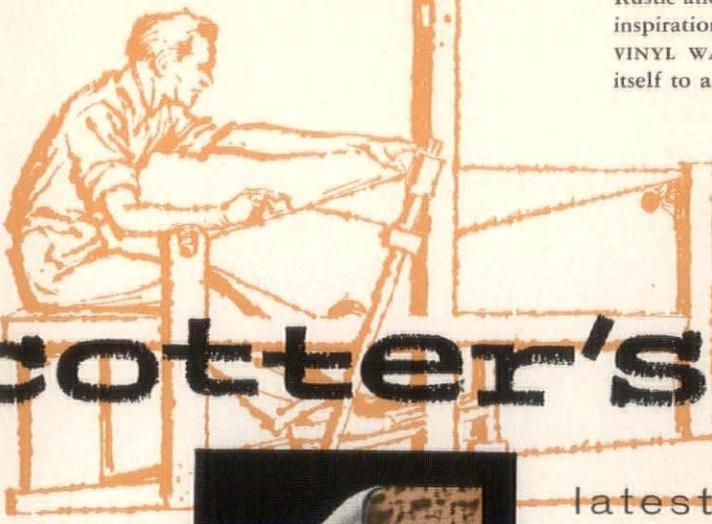
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THE FLORIDA ARCHITECT

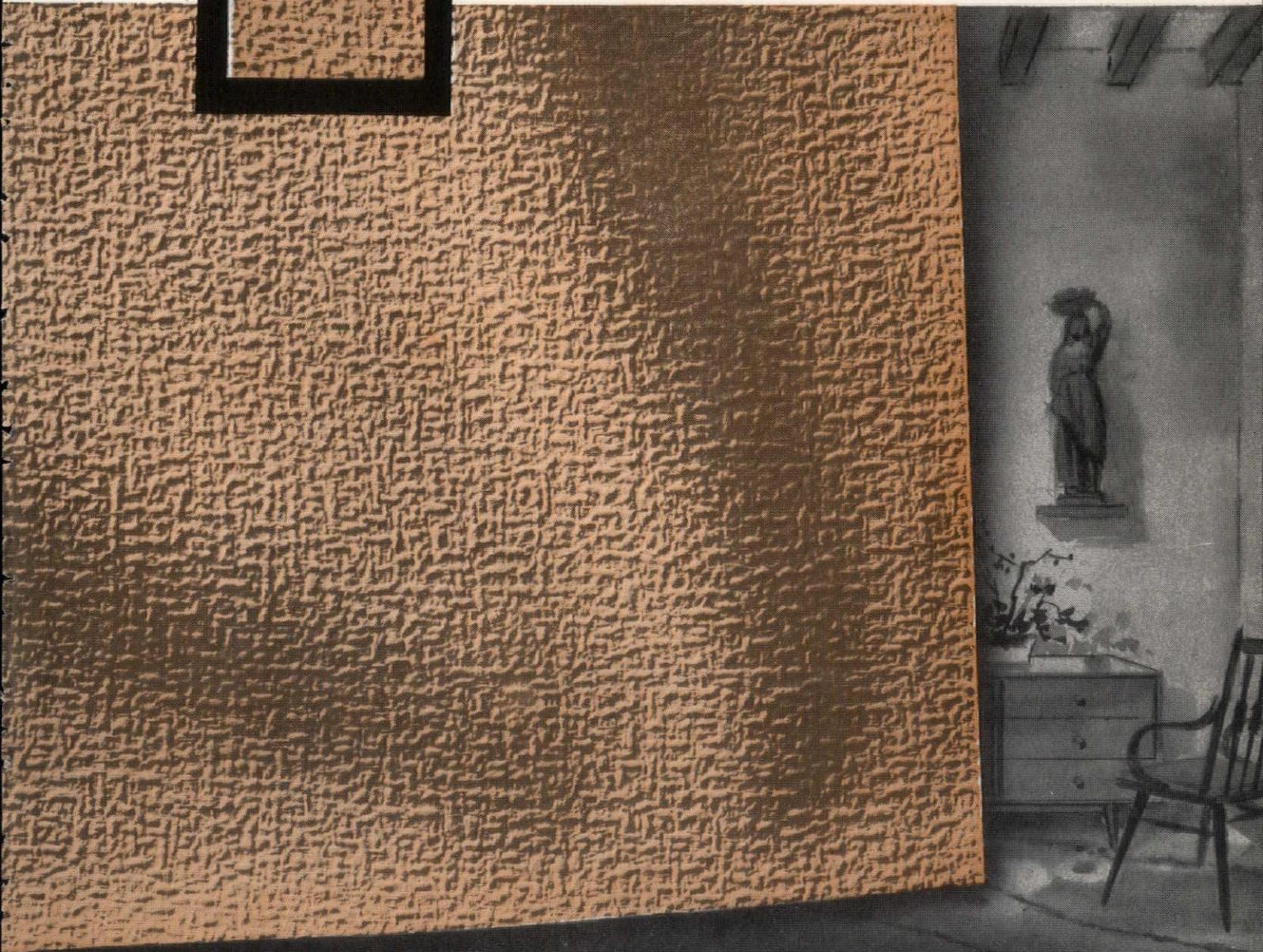


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# Better Design Through

## More Efficient Practice

By DANIEL SCHWARTZMAN, FAIA

This article has been adapted from a speech given by the Chairman of the AIA's Office Practice Committee in summary of the FAA's second annual Office Practice Seminar held August 12, 1960, at Dunedin.

It was considered fashionable not so long ago to think of "Office Practice" as a subject which interested only those members of the profession who had limited design ability, or those who were concerned only with the administration and business aspects of architectural practice.

This point of view was fallacious and all of us now realize it. I have had occasion to discuss this subject with several of our most gifted architects, whose reputation for outstanding design is worldwide. Their concern was that the complication of today's architectural practice was so demanding of their time, that it seriously interfered with the time required for the design phase of their projects. Since they had a dedicated professional attitude, the time was found, but at the expense of their own near-exhaustion.

Now, not all of us are fortunate enough to have partners or business managers that can relieve us of the burden of office administration. It is also true that most of the better architectural design in the world is done by those with individual practices, and with organizations of modest size. This is not meant to deprecate the work of our larger architectural organizations, who, through great teamwork, have been successful in maintaining a consistently high level of design excellence in their work. This is peculiarly an American phenomenon, and requires organizational skills that are at the genius level.

I sincerely believe that, with few exceptions, architects in general are extremely conscientious and are dedi-

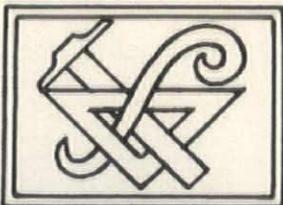
cated to doing their best possible work for their clients (within the limitations of their design abilities, time available, and the demands of the project budget) without putting financial return ahead of the design needs of the project.

The one thing that could give us all more time for design within the imposed limitations of our projects is to have a background of mental security that comes with efficient office procedures. This is the field in which the American Institute of Architects has done its most useful work for the members of the profession. And it is generally understood by all concerned that there is much more yet to be done, in a professional world in which the demands are ever increasing. A clear demonstration of this can be found in the current outbreak of court cases in which the architect has been held liable not only for the accuracy of his own services, but also held responsible for the defects in the work which are beyond his absolute control.

Our present AIA Architect-Owner Agreement Form is a great improvement over the previous form—which was left unrevised for so many years in spite of generally recognized inadequacies, because of the questionable attitude that it was "court-tested" and it would be dangerous to revise it. Our present agreement form, improved as it is, still leaves us vulnerable to unreasonable responsibility for matters not under our complete control. This is a result of our reluctance to give up any aspect

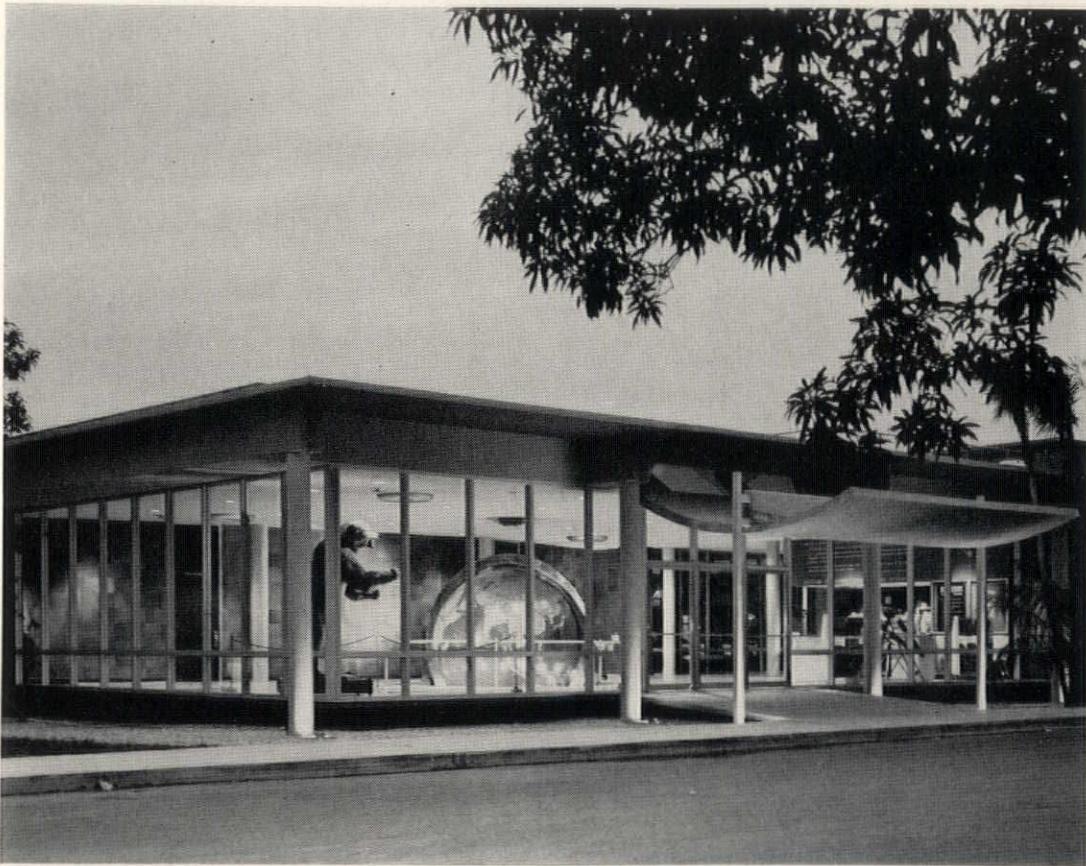
(Continued on Page 8)

# Saluting:



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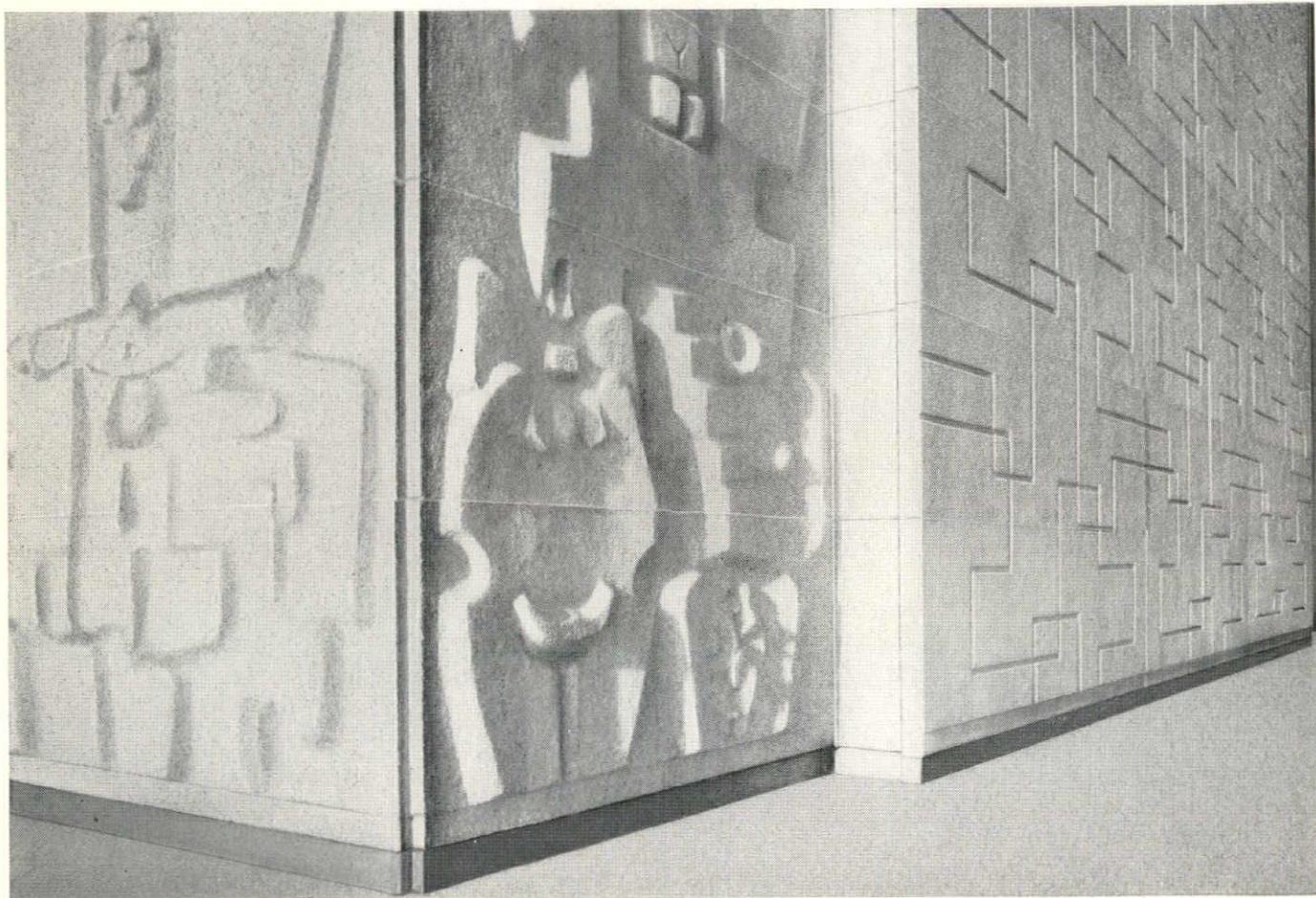
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(Top) Model of McCormick Place as seen from Lake Michigan. (Above) Close-up of the sculptured concrete panels

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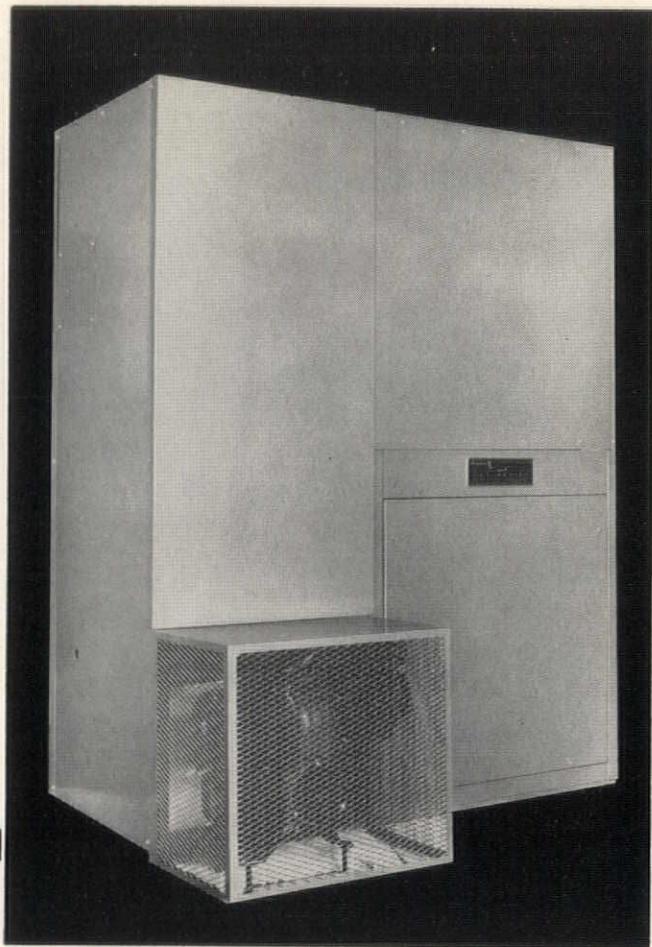


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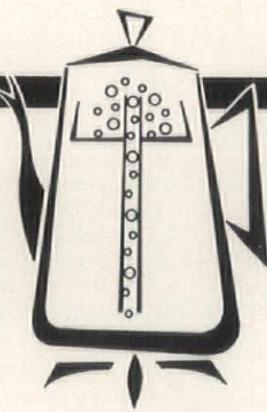
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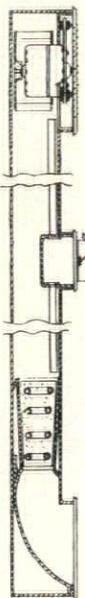


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## Better Design...

(Continued from Page 4)

of the hard-won prestige of the architect as the key professional figure in the construction project. It leaves us on relatively unsafe ground with respect to the full responsibility we are assuming for the work of our engineering consultants; the checking of shop drawings; the certification of payments to contractors and supervision of construction.

The Board of Directors of the Institute has recognized this and has committees and legal counsellors hard at work under urgent priority studying this problem. The Office Practice Committee has completed, after much study, an "Architect-Engineer Agreement Form" which the "Documents Review Committee" of the Board is now studying. If adapted, this should be extremely helpful in clearing up the cloudy areas of joint professional responsibility which have recently gotten some of our colleagues into liability difficulties.

Another aspect of architectural practice which we have a tendency to neglect is "Employee and Associate Relationships." The recent upsurge of work which has landed relatively inexperienced but otherwise capable men into positions of responsibility in our offices, has sharply focused our attention on those problems.

May I suggest to you that the way to anticipate and obviate most of the situations which have a tendency to upset the morale of our offices (and no architectural organization can do

its best work without a high "esprit-de-corps") is to spell out in full detail every possible aspect of Employer-Employee relationship into a written "Office Regulations" which is given to the Employee on the first day of his employment. These regulations must state in unmistakable terms (1) what the Employer may reasonably expect and (2) what the Employee will receive in customary benefits including hours of employment, vacations, sick leave, etc. This regulation form can also become part of your employment and profit participation agreements with your key associates.

The New York Chapter has recently conducted a survey among its membership to find what the customary procedures in the important aspects of "Employer-Employee" relationship and the results are most revealing. This information will be invaluable to offices setting up their own regulations and I strongly advise the Florida Association of Architects to undertake a similar survey.

The Office Practice Committee of the Institute is now preparing a typical questionnaire form that can be used for such a survey, which we hope will be ready by the next convention. I also want to call your attention to an "Office Regulation" prototype published in the recent AIA Handbook of Practice, which I helped to prepare. This can also serve as a useful guide.

I am glad that I have had the opportunity to discuss at least two aspects of Office Practice which are of such great importance to the professional well being of all of us.

## The ARCHITECT . . . and The ENGINEER

ARCHITECTS design for human use and feelings . . . ENGINEERS design for physical forces and laws . . . The design of mechanical and electrical processes and the carrying structure and conduits can be done by engineers working as teams. All of the devices and systems manufactured and assembled in buildings were at their original time of conception the product of an engineering or manufacturing mind . . . The choice, arrangement, assembly and disposition of these items and systems for human use is the work of the ARCHITECT who at times may need the advice and aid of specialists in the design and functioning of these devices and systems . . . The elimination of the ARCHITECT who studies the human use and feelings and the substitution of the ENGINEER specialists in the design of buildings for human use is to reverse a natural process — and will work to stop study and growth of betterment in human environments. — FRANCIS R. WALTON, AIA.

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The Bird Termite Prevention System is as much a part of the building of new construction as the foundation, the cellar floor, or the slab. It was designed to *prevent* damage by *underground moisture vapor and underground pests*, to block these damaging factors from entry into the building, and so eliminate expensive corrective measures.

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Bird TERMIBAR, Termite & Vapor Barrier, is available in easy-to-handle rolls — a base sheet of heavy felt saturated with deadly Dieldrin, one of the most stable and effective insecticides known, and laminated in a multi-ply fabrication including two plastic vapor barrier films that renders a house impervious to the transmission of underground moisture vapor. This composite construction gives a low perm vapor barrier protected from rot and breakdown by copper naphthenate, time tested and time proven.

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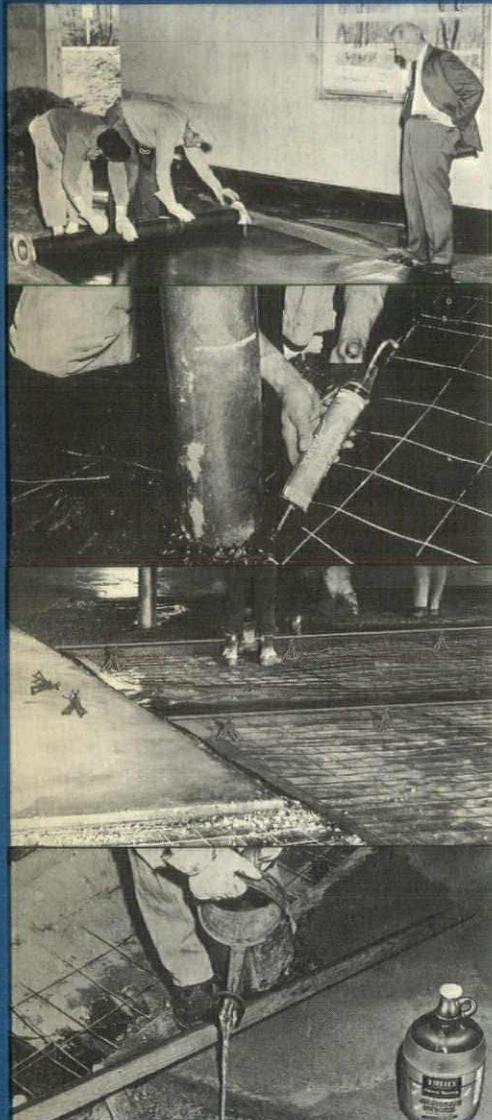
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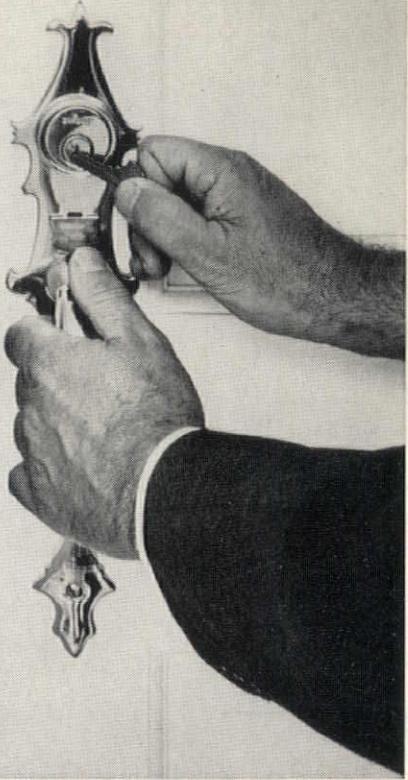
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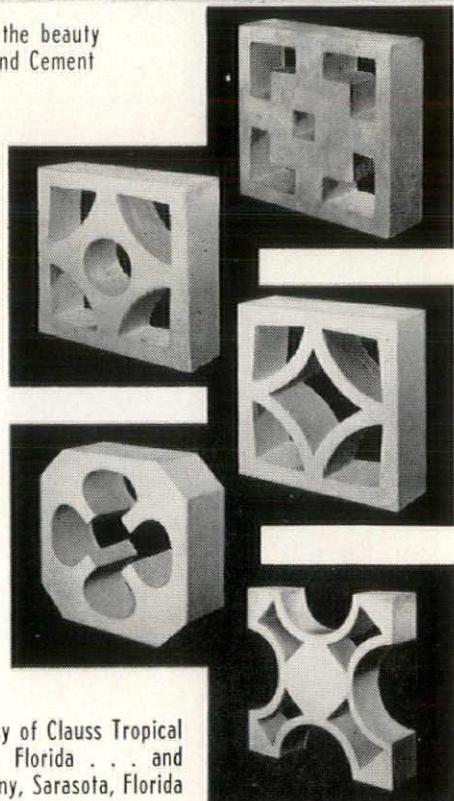
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# In Expectation of Greatness

By PHILIP WILL, JR., FAIA

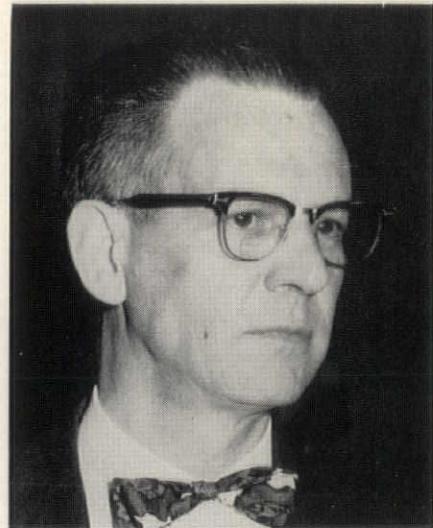
President, AIA

For several years now it has been my privilege, as an outside observer, to have seen something of Florida both as a piece of real estate and also as a regional division of the American Institute of Architects. Seeing it a Region, I have been immensely heartened by the rapid progress of the FAA in terms of all AIA objectives. One senses that the profession is now united in fellowship and mutual respect, whereas only a few years ago there was evidence of discord and jealousy. Through public service the architects have earned from government a new and higher order of respect. Architects are now looked upon as responsible citizens of special skills

who can be called upon to serve the public welfare. For this progress, under the leadership of such men as SANFORD GOIN, CLINT GAMBLE, SAM KRUSE and JOHN STETSON and many others, I salute the architects of Florida.

You have forged the FAA into an effective instrument of service and created the climate in which great accomplishment is possible. The great question you now face under the dynamic leadership of BOB LEVISON and his new team of officers is: For what purposes shall this instrument be used?

That the purposes will be worthy I have no doubt. As a friend, admirer



and one who cheers from the sidelines, may I express the hope that you aim high enough, that you set objectives in scale with the needs of your great State and to the limit of the vision and mission of the Architectural Profession.

Florida is a unique State. Not only is its climate enviable; but its geographical isolation grants it a special

(Continued on Page 30)

## 1961 Officers of FAA's Ten Chapters

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# Nothing Just Happens!

... Somebody

Must

Make It Happen



With its coming of age, the Florida Association of Architects must become more excited at the prospect of making things happen—things that are of vital consequence to us professionally as individuals, as members of progressive communities, and as citizens of a state whose frontiers have advanced as rapidly as those of any state in the Union.

To keep pace with these advancing frontiers—the advent of industry with its accompanying sociological expansion and building complexes—Florida architects must extend their consistent efforts and energy, not only during the coming year but during the years to follow. We now have one of the greatest opportunities ever afforded the members of any profession. We have a chance to lead in the development of our State's most flourishing industry—construction.

Since the first cave man crawled out of his cave into the sunlight and interlaced leaves and branches for a roof, the building instincts of the human race have been channeled toward developing shelters for its families, erecting temples in which to worship, and creating surroundings in which to earn a livelihood.

Today's basic urges are the same as they were 7,000 years ago when the ancient Egyptians built wattled huts along the Nile and the early Saracens established rude villages on

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By ROBERT H. LEVISON

President

The Florida Association of Architects

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the Persian plateaus of Persepolis and Susa. From these wattled huts and rude villages evolved the patterns of a world. Pathways emerged that led to exploration and trade, commerce and industry, castles and cathedrals—and ultimately, to the contemporary architecture of FRANK LLOYD WRIGHT and MIES VAN DER ROHE.

But even in 5000 B.C. it took somebody to make things happen. If cave men had stayed in their caves, impervious to the attractions of golden sunlight and blue skies, man still might be as blind as a hoot owl—and architecture, as such, still waiting to be born. But because of the cave man's initial curiosity and enterprise, for thousands of years now architects have led the human race in its eternal quest for cultural stability. The sum of their dreams in masonry, glass and metal has detailed the rise of history and the march of civilization.

A short time ago our Florida Association became a more integral part of the century-old American Institute of Architects. With this more impor-

tant position in the national pattern, we must necessarily assume greater responsibility. Many problems confront us. Some are routine, to be solved with the simple application of common sense. Others present a challenge to be met only with the diligent application of uncommon intelligence and cooperation. Some can be resolved by frank discussion of ways and means between the parties involved. Others require the broad vision and determined perseverance of trained professionals, plus the painstaking and patient education of the public.

Along these lines, we must increase our public service. Each community offers many and diverse opportunities for serving our fellow citizens and improving their acquaintance with our profession. In accepting these opportunities, we not only bring credit to ourselves but to our profession as a whole and, in so doing, advance the entire cause of human relations.

In service to our profession, let us continue to maintain personal standards at the highest level. Let us assume further responsibility for what we and others have conceived. The most certain and obvious method for achieving professional success is to be willing and able to assume responsibility with its concomitant problems and headaches. I know of nothing that commands greater respect than

a responsible professional in any field. Nothing is of greater influence and significance to his community and his times than the quality of that responsibility. Cheap, incomplete services are worse than none at all. They injure the reputation of the individual and cast doubt on the professional integrity of his colleagues. As WILLIAM McFEE once said: "Responsibility is like a string we can only see the middle of. Both ends are out of sight." Although we may not be able to see both ends, let us at least make sure the middle doesn't sag.

We must renew our efforts to make our Association's committees more effective. We must increase and institute more informative seminars for

the purpose of sharing with our younger members the experiences and lessons learned by the older ones. For this we need action—programs and willing workers, the help of all of you who have ideas and experiences to share. This will require the personal effort of every individual and a dedication to the task assigned him, no matter how seemingly inconsequential.

Let us all renew and extend our goals in directions that count—pride in our craftsmanship, individually and collectively. Contributions to our communities, for their benefit and our own. A willingness to accept responsibility.

Let the FAA be the somebody that makes things happen in 1961!

## Florida Central

By A. WYNN HOWELL

President

The past year has been one of many events, both good and bad. National and international differences, state and national political campaigns and elections, a violent hurricane in our own state, and disasters of many sorts elsewhere have all had our attention and interest. All these things take their toll in emotions and energy; but being the Americans that we are, we are able to meet the great challenges that lie ahead. We have a new Governor and a new President; and regardless of our individual party affiliation we will support them with our best efforts.

In our Chapter we find many situations and opportunities to challenge us. The vast area that makes up the Florida Central Chapter offers a diversity of interest and opportunity

unique in the State of Florida. Capable men live and work in these diverse areas and part of their challenge is to lead in all worthwhile efforts both in their individual communities, Chapter-wide, State-wide and Nation-wide.

In making committee appointments I have tried to select those whom I believe to be capable, sincere and determined to work. Especially important is the field of Public Relations. It is appalling how little the public still understands the profession and the function of its members. We often blame the public for our failure to be heard and known, but the fault lies with us. This year we must make ourselves known, but we must be known as professionals. The image we want will be the one we create.

I feel that we have a great opportunity for service in our visiting the College of Architecture and Fine Arts at the University of Florida. We need to know what is being taught as well as to offer suggestions as to what we feel the students need to best equip them to come into our offices. My frequent visits to Gainesville convince me that many students don't know what to expect after graduation.

At the risk of some degree of condemnation I want to express some dissatisfaction with some of Mr. Will's statements in his address at the recent FAA Convention in Hollywood. Many thought-provoking and challenging statements were contained in the address; but I question the reference to the small office as the place for design of a home or minor alteration. Mr. Will, of course, stated a truth, but not nearly a whole truth.

The field of the lone architect, or of the small office is, I believe, the whole of architecture manifested through sincerity, ability, and hard work. While it is true that architecture has been upgraded by good large offices, so has architecture been upgraded by individuals. The whole history of architecture is proof that architecture has been upgraded by individuals. I believe that upgrading and progress may come from all offices, both large and small. The tragedy of our present state is that both large and small offices have too often downgraded architecture. To all firms I would say, "Do your best to be creators and not imitators."

Our Chapter is naturally pleased to have one of our members as the new President of the FAA; and we pledge our best efforts to support BOB LEVISON and his fellow-officers in all their efforts toward the positive and challenging betterment of the profession throughout the State of Florida. Whatever concerns the individual concerns all, and whatever concerns all certainly concerns the individual. When the state officers and committee chairmen call on us for help, I believe that we in Florida Central will be willing and able servants.

Finally, I would ask that all of us support our very fine journal, *The Florida Architect*. ROGER SHERMAN wants our contributions to the magazine. Here again we may forge ahead in good Public Relations and make ourselves heard and known.

# Jacksonville

By IVAN H. SMITH

President

Jacksonville Chapter objectives for 1961 are in a large measure influenced by the imminence of the State Legislature meeting and to the continuance of programs activated in 1960. Approximately eighty percent of the Chapter's officers, directors and committee chairmen of 1960 are continuing over into 1961, largely because programs begun need continuity of leadership to bring about intended results. This is particularly true of Chapter committee work in connection with plans to create a Metropolitan Planning Commission and in the interim to solve urban traffic and parking problems. The Jacksonville Area Chamber of Commerce chairmen of these two important subcommittees are architects, with other architects actively serving.

Voters of Duval County in November passed a thirty-five million dollar school building bond issue. The School Board has previously requested architects to assist in the formulation of academic programs, for guidance in planning new buildings. These are nearing completion; so for 1961 we plan to expand these efforts in co-operation with the School Board Architectural Department in the preparation of architectural programs for design of new buildings.

The local AGC Chapter in 1960 put into practice the Four Hour Bid Plan, which our chapter endorsed. We are now requested to advise on refinements in the plan and to assist in other desired corrective measures of abuses currently found in the competitive bidding system.

The Chapter hopes to sponsor panel type meetings with professional engineers that will improve understanding and create a better climate for working together. A seminar in connection with church building is being planned for March. Chapter practice of interviewing all applicants for corporate and associate membership by the Executive Committee will



be continued. We believe these interviews tend to give emphasis to the requirements of ethical practice, call attention to the desirability of attendance at Chapter meetings, and in turn acquaint us with the applicant's professional interests so that effective committee work assignments can be made.

As to the meeting of the State Legislature, the Jacksonville Chapter is committed to support of the State FAA legislative policies affecting the profession on the local level, as well

as statewide.

The December organizational meeting of the Chapter's new Executive Committee appointed all committee chairmen and endorsed the above principal objectives. We also outlined the following additional specifics for inclusion in our 1960 program:

We will actively give support, where indicated, to effecting the required appropriations for the construction of the proposed new building for the College of Architecture and Fine Arts at the University of Florida. We will encourage Chapter members to work closely with the faculty and students at the University.

We will assist the State Board of Architecture and its representatives in their efforts to enforce State registration laws and regulations.

It is our desire to support the new FAA President and the Board in its policies; and we will encourage attendance at the FAA Board meetings by Chapter directors by reimbursing their transportation costs to Board meetings from Chapter funds.

We will encourage our Public Relations Committee to enlarge its activities and to use services, where appropriate, of a public relations consultant within the limits of the budget.

## Daytona Beach

By WILLIAM B. GREENING

President

The Daytona Beach Chapter has enjoyed an orderly growth during the year just passed, and now numbers 19 corporate and 8 associate members.

This year the chapter established a new classification for membership called "allied" members. This is for those not practicing or employed by an architect but who have a vital interest in the profession. Our allied members include a man from the Florida Power and Light Company, a representative of a mechanical engineering firm, and a member of the faculty of the new Daytona Beach

Junior College. We have 7 allied members in all.

We have attempted to present programs at our monthly dinner meetings which would be of interest not only to corporate or associate members but also to our new classification members.

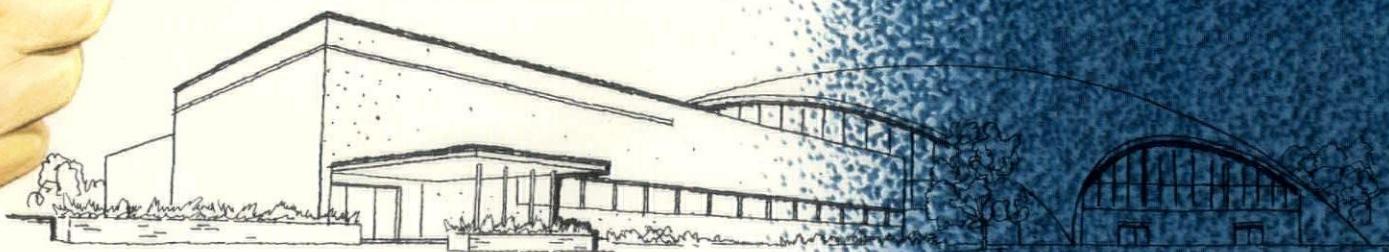
Architect representation in civic affairs is increasing. Associate member DeWitt McGee is the City Planner, Joel Sayers is a member of the Daytona Beach Planning Board, Carl Gerken is a member of the Zoning Board of Appeals, Ralph Spicer is a member of the Daytona Beach Board of Review, Bill Greening and Carl Gerken are members of the Builders' Exchange Board of Directors.

These accomplishments of the recent past are noted here to give credit to our retiring officers and to show the chapter's progress. The new officers' aim is to extend the influence of the FAA and to promote an awareness of the need for sound architectural planning in the community.

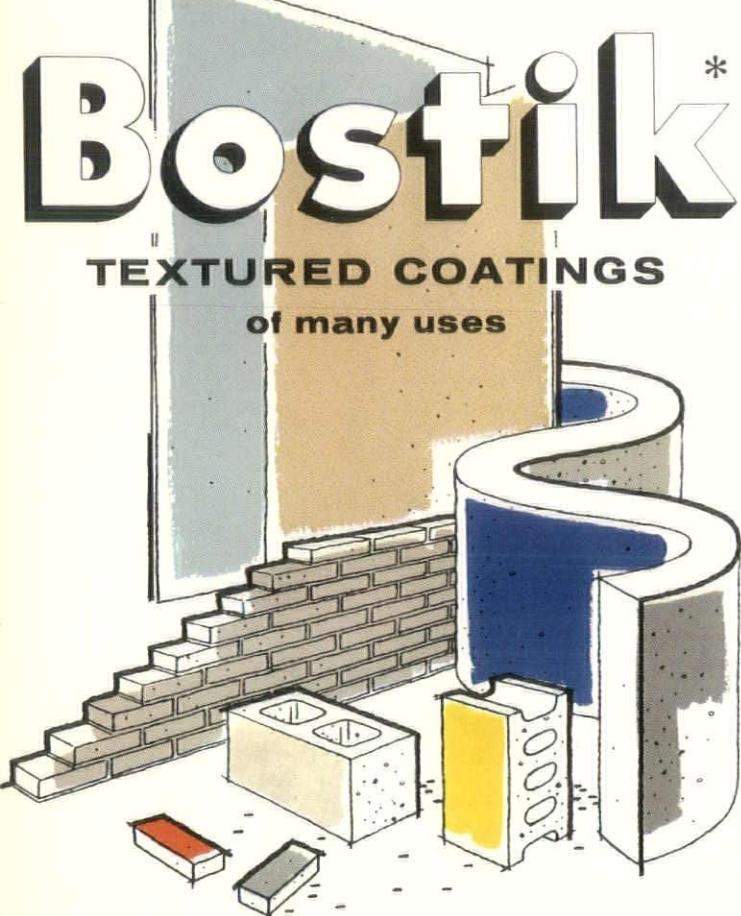
This is the

# Bostik\*

Look



*...blends a touch of **texture** with a shade of **color**  
to produce a new concept of **form***



## BOSTIK: worldwide background to performance

BOSTIK TEXTURED COATINGS are a colorful result of the BB Chemical Company's emphasis in discovering, developing and marketing finishes and adhesives to industry for over three quarters of a century.

Using this background of finishing know-how, amassed at home and abroad in other BB Chemical affiliates, the company was one of the first to research and develop both clear and pigmented urethane coatings.

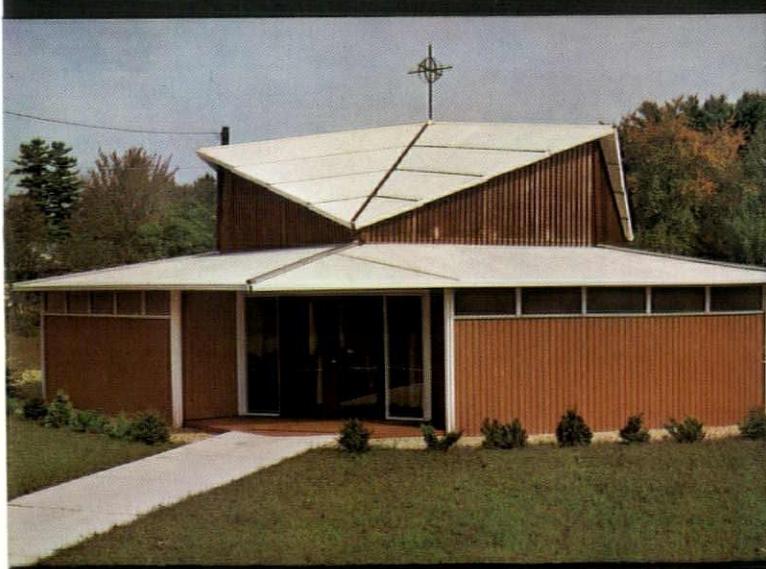
Urethane coatings have proven their worth in all manner of applications and in all areas of the world . . . from resisting torrid heat in the boilers of steel mills deep in the Ruhr Valley . . . to fighting corrosion in the holds of oil tankers sailing Lake Michigan . . . to coating wooden dye sticks in Southern textile mills . . . to protecting the laboratory floors at the BB Chemical plant in Cambridge, Massachusetts.

Now, urethane chemistry takes another dramatic, colorful step forward. From the BB Chemical Company laboratories comes a touch of *texture* and a shade of *color* to produce a new concept of *form* . . . BOSTIK TEXTURED COATINGS.



**FROM SWEDEN . . .** Facade of housing project is warm, inviting and protected in depth from 400,000 square foot application of "the BOSTIK look."

Location: Stockholm — Ostberga  
Architect: SAR L.M. Gierty, ALVSJO  
Contractor: Ohlsson & Skarne, Stockholm



**TO MASSACHUSETTS . . .** Mobile mission church uses "the BOSTIK look" to protect medium density overlay plywood in honeycomb cored roof panels.

Location: Burlington, Massachusetts  
Architect: Geometrics, Inc., Cambridge, Mass.  
Pre-fabrication: Acorn Structures, Inc., East Acton, Massachusetts

New protective and decorative BOSTIK TEXTURED COATINGS have been developed to answer the needs of architects, engineers, contractors and owners who are concerned with designing and building structures whose exteriors demand protection, durability and beauty.

They are designed to be spray-coated on poured, precast and prestressed concrete; masonry, brick and concrete block; asbestos board, masonite and overlay plywood.

### BOSTIK: product of polyurethane chemistry

BOSTIK TEXTURED COATINGS are the end result of a chemical reaction that takes place when an isocyanate activator in solvent is introduced to a pigmented urethane resin. Upon mixing, a cross linking reaction occurs and the film cures to a tough, weather resistant surface.

Aggregates of various sizes are introduced to the base film to produce a "textured" effect which can be dramatically pronounced or just a bit above smooth.

### POLYURETHANE: outstanding newcomer to architectural design

The urethanes make one of the most resistant organic coatings ever developed. They possess a combination of desirable qualities heretofore unobtainable in conventional coating materials.

As a basic component of BOSTIK TEXTURED COATINGS, the urethanes provide high resistance to abrasion, wear, impact and mechanical abuse. Useable indoors or out, they are extremely resistant to industrial fumes, salt spray and smog. They are virtually invulnerable to the attacks of solvents, oils, grease, water and similar substances.

As tough and durable coatings, the urethanes are setting a new standard of excellence for the construction industry.



**TO FLORIDA . . .** "The BOSTIK look" as it appears on the folded plate reinforced concrete roof and Y-shaped concrete supporting columns of this modern beach house in Miami.

Location: Miami, Florida  
Architect: R. B. Browne, Miami, Florida  
Coating Contractor: Bailey, Lewis & Williams Co.,  
Miami and Atlanta



**AND BB, TOO . . .** Bright (and protective) way to make industrial-chemical plant attractive to townspeople and visitors is use of "the BOSTIK look" at Middleton, Massachusetts plant.

# Bostik

## TEXTURED COATINGS

*...blend a touch of texture with a shade of color to produce a new concept of form.*

\*Trademark of B B Chemical Company

### **BOSTIK: in colors that befit imaginative design**

The BOSTIK TEXTURED COATINGS color spectrum embraces over a dozen tones. Some are shown in this story; others appear in color charts available on request. All colors may be intermixed for an infinite variety of shades.

All are durable. All will retain their true tones without fading far longer than other types of applied finishes. All make it possible to suit color to the personality of the structure . . . individually or in combination.

### **BOSTIK: proved in the laboratory and on location**

BOSTIK TEXTURED COATINGS demanded — and received — substantial proof of their worth and performance capabilities before being marketed commercially. Testing and development programs were conducted in the laboratory and on location, both in this country and abroad.

#### **On Location Applications:**

BOSTIK TEXTURED COATINGS had their first full-scale test in Stockholm, Sweden, where in 1955, over 400,000 square feet of precast concrete was given "the BOSTIK look." Due to the outstanding weather resistance of these textured coatings no further re-treatment of the surface will be required for many years.

It is interesting to note that, due to the many commercial successes BOSTIK TEXTURED COATINGS have enjoyed in Sweden, architects, engineers and construction firms in England, Germany and other European countries are rapidly becoming aware of — and putting to use — their excellent protective and decorative capabilities in many kinds of building applications.

From success in Sweden, "the BOSTIK look" came to Florida where it was sprayed on the roof and supporting concrete columns of a suspended design house in Miami.

In all, over 4,000 square feet of concrete was sprayed in an area where harsh sunlight, torrential rains and wind-driven sand can take their toll of exterior surfaces. The house continues to retain "the BOSTIK look".

Another application, important for its future potential, was the use of BOSTIK TEXTURED COATINGS to coat roof sections of medium density overlay plywood at a mobile mission church in Burlington, Massachusetts.

The 70,000 square foot addition to the BB Chemical plant in Middleton, Massachusetts, was sprayed with four colorful shades of BOSTIK TEXTURED COATINGS to demonstrate their remarkable corrosion resistance in a highly chemically concentrated atmosphere. In addition to protection, "the BOSTIK look" brought a new kind of beauty to what might have been just another industrial chemical plant.

#### **In Laboratory Performance:**

BOSTIK TEXTURED COATINGS have been, and continue to be, subjected to a continuing testing program which encompasses a full round of comprehensive performance tests.

These include Weatherometer tests, Fadeometer tests, Salt-Fog tests, Hot-Cold-Wet-Dry Cycle tests, a year-round research program in Florida, plus practical field applications throughout the country.

The knowledge accrued from tests in the laboratory and on location assures architects, engineers, builders and owners continuing standards of coating excellence when specifying, building and designing with BOSTIK TEXTURED COATINGS.

# ARCHITECTURAL SPECIFICATIONS for BOSTIK TEXTURED COATINGS

## GENERAL CONDITIONS:

The General Conditions of the specifications covering the over-all project shall form an integral part of this section.

## EXTENT OF WORK:

Work included in this section covers all labor, material, equipment and supervision necessary for the installation of BOSTIK TEXTURED COATINGS by an approved franchised applicator to all areas set forth in the exterior coating schedules, drawings, and specification.

## MATERIALS AND WORKMANSHIP:

BOSTIK TEXTURED COATINGS are the end result of a chemical reaction occurring when an isocyanate activator in solvent is introduced to a pigmented urethane resin. Upon application, a cross-linking reaction occurs in which the film cures chemically to form a tough, weather-resistant surface.

All BOSTIK liquid materials shall be first-quality, freshly compounded, and applied to wall surfaces directly from factory-sealed drums, without dilution or additives. Aggregates to be used shall be Wausau Quartz or approved equal delivered dry to the spray gun from a portable CXW sand blast unit manufactured expressly for the BB Chemical Company and supplied by Spray Engineering Company, 100 Cambridge Street, Burlington, Massachusetts. All installations shall be made by technically trained factory approved mechanics, using technical equipment specifically designed for this purpose.

## PREPARATION:

All exterior exposed concrete, masonry, block, or cement based surfaces to have spray-applied BOSTIK TEXTURED COATINGS shall be dry and free from dirt and other materials.

Any major surface imperfections shall be remedied before spray operation begins. No BOSTIK TEXTURED COATINGS shall be applied to deteriorating surfaces without prior sandblasting to sound substrate and/or approval of franchised applicator. No spraying will be allowed in rainy or foggy weather or when the temperature is below 45°F.

## APPLICATION PROCEDURE:

Application shall be made by an applicator who is licensed and franchised by the BB Chemical Company. Evidence of franchise must be submitted to architect in writing.

BOSTIK TEXTURED COATINGS are packaged in a unique 2-part system consisting of five gallon drums, with four gallons of Part A pigmented binder in the bottom, and one gallon of Part B clear, activator in the top insert. After removing cover, lift out insert, and pour Part B into Part A. Mix thoroughly for three to five minutes, with conventional mixing paddle. Quantities mixed at job site, should be governed by requirements for one day's application. Once mixed, the coating should be placed in a standard pressure feed tank with duplex control head. Materials remaining mixed for more than 8 hours shall be discarded and removed from the site.

BOSTIK TEXTURED COATINGS are applied to masonry surfaces by a two coat spray application, using the *Spraco Triple Spray Gun Model #2470*, as manufactured by Spray Engineering Company expressly for the BB Chemical Company.

After spray application of the gritted base coat, the top, or sealing coat, may be applied with the same gun and material by merely shutting off the flow of the aggregates and proceeding to spray over the base coat. Cleaning of equipment follows the usual spray equipment procedure using BB Chemical Company's solvent cleaner or a mixture of methyl ethyl ketone and isopropanol in equal parts.

## COVERAGE:

A minimum mil thickness of 60 mils for the finished coating is the standard coating thickness when an aggregate is used that will pass a 20 mesh screen and be returned on a 35 mesh screen.

## COLOR SELECTION:

All color selections shall be made and approved by the architect before the applicator shall proceed.

BULLETIN NO. T-161



# Bostik\*

## TEXTURED COATINGS

are another polyurethane  
coating advance from

**BB CHEMICAL COMPANY**

Subsidiary of United Shoe Machinery Corporation

784 Memorial Drive

Cambridge, Massachusetts

\*Trademark of B.B. Chemical Company

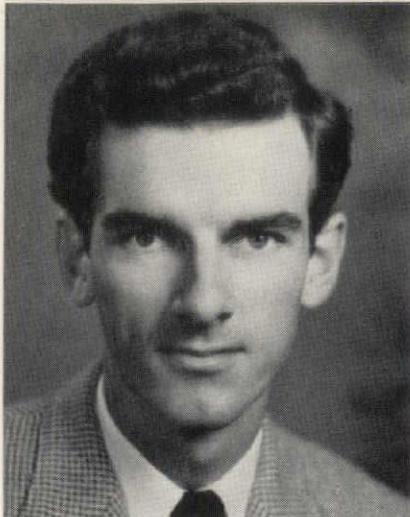
# Mid-Florida

By JAMES E. WINDHAM, III

President

The year, 1960, has been one of slow but steady progress for the Mid-Florida Chapter and it is our hope that some of the actions taken and progress started during this period will begin to show results during the coming year. Probably our greatest activity has been in the associate members who wish to participate in reviewing and preparing for the State Board examination as well as to acquaint them with many factors of the profession and the A.I.A. which they were unable to acquire in school.

Another successful venture was our annual Beaux Arts Ball held in October. This was our second such event and served as a great fun and get acquainted function, as well as being a most successful public relations project. Plans are already being formu-



lated to make the next one even better.

One of our most important projects, from a professional standpoint, has been the formation of a joint committee with the Associated General Contractors, Orange County General Contractors Association, Home Builders and Central Florida Builders Exchange. The purpose of this committee is to study the local building codes, primarily in respect to licensing requirements and the requirements

necessary to obtain a building permit and to assist the City of Orlando in revising and bringing them up to date.

Due to several revisions and amendments to the Orlando Building Code in the past, there is at present no requirement that an architect or engineer prepare plans and specifications, nor that a licensed general contractor construct any type of building whatsoever, regardless of size or complexity, except at the discretion of the building official—who incidentally has been doing a good job, but cannot be expected to police or check design of all projects going through his office. At the present time this committee has drafted a mutually agreeable revision to the code, which in itself is a great accomplishment, and is ready to present it to the City for study and possible adoption. It is my hope that this committee can remain in effect to help work out other problems which exist between the various groups named.

One of our greatest problems on a local level is poor attendance at meetings and general lack of interest and cooperation, as well as participation,

(Continued on Page 26)

**REMOVING**

A black and white photograph of a woman with short, dark hair, smiling. She is wearing a light-colored, short-sleeved top and patterned leggings. She is seated in a white, modern-style armchair, leaning forward with her right leg crossed over her left. Behind her is a wall covered in vertical wood paneling. The overall scene suggests a clean, modern interior.

## SPOTS PRESENTS NO PROBLEM

An advertisement for Poly-Clad Plywall. It features the product name "Plywall" in a large, stylized, cursive font, with "ALL-NEW POLY-CLAD" above it and "PLYWOOD PANELING" below it. The word "Plywall" is registered trademarked. The background of the ad is white with a thin black border.

It's the new poly-clad surface that does it; spots wipe right off! All 12 handsome finishes are guaranteed against fading. Poly-Clad Plywall comes V-grooved or plain in 4' by 7', 8', or 10' panels. Pre-finished moldings to match. Let us send you complete details.

### DISTRIBUTED BY:

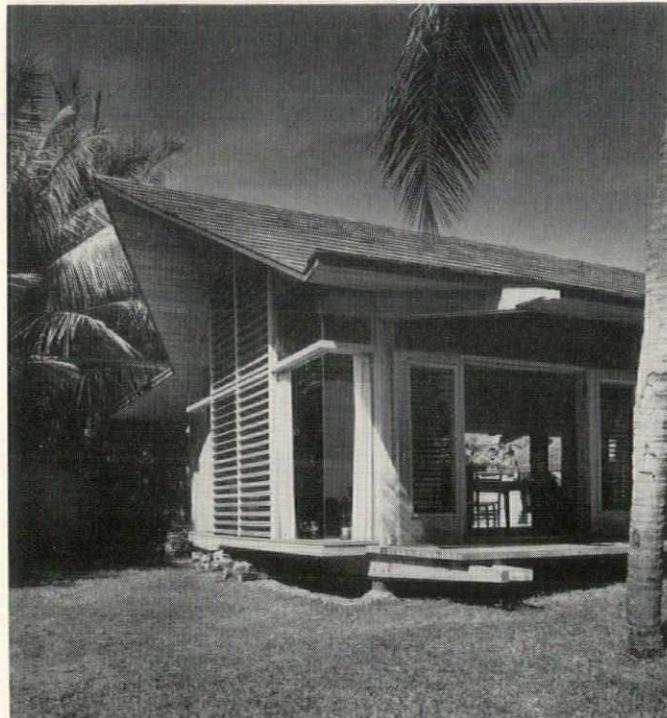
**Hamilton Plywood of Orlando, Inc.**  
924 SLIGH BOULEVARD, ORLANDO, FLORIDA

**Hamilton Plywood of St. Petersburg, Inc.**  
2860 22nd AVE. NO., ST. PETERSBURG, FLORIDA

**Hamilton Plywood of Ft. Lauderdale, Inc.**  
1607 S. W. 1st AVE., FT. LAUDERDALE, FLORIDA

**Hamilton Plywood of Jacksonville, Inc.**  
1043 HAINES ST. EXPRESSWAY, JACKSONVILLE, FLORIDA

# Merit Award - 1960 FAA Convention...

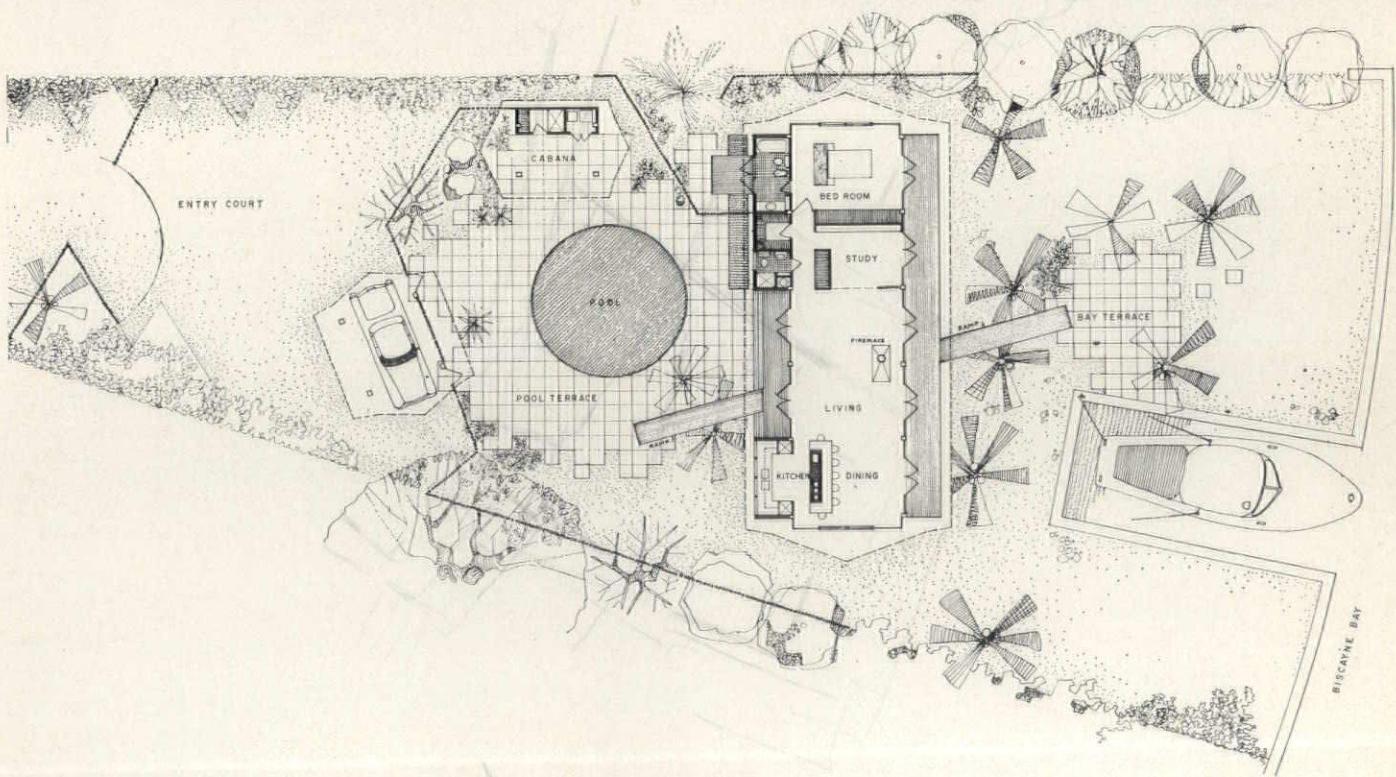


Photos by Joseph W. Molitor

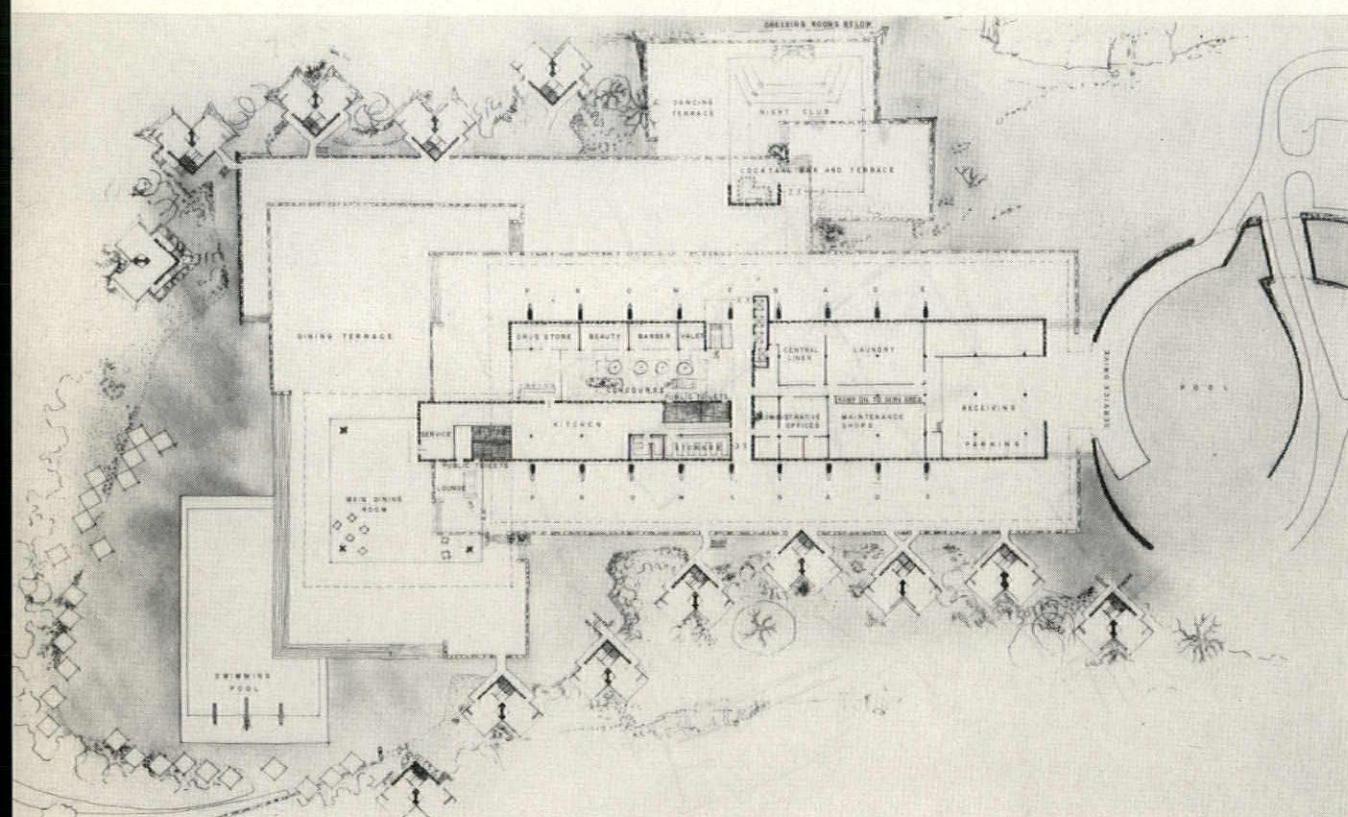
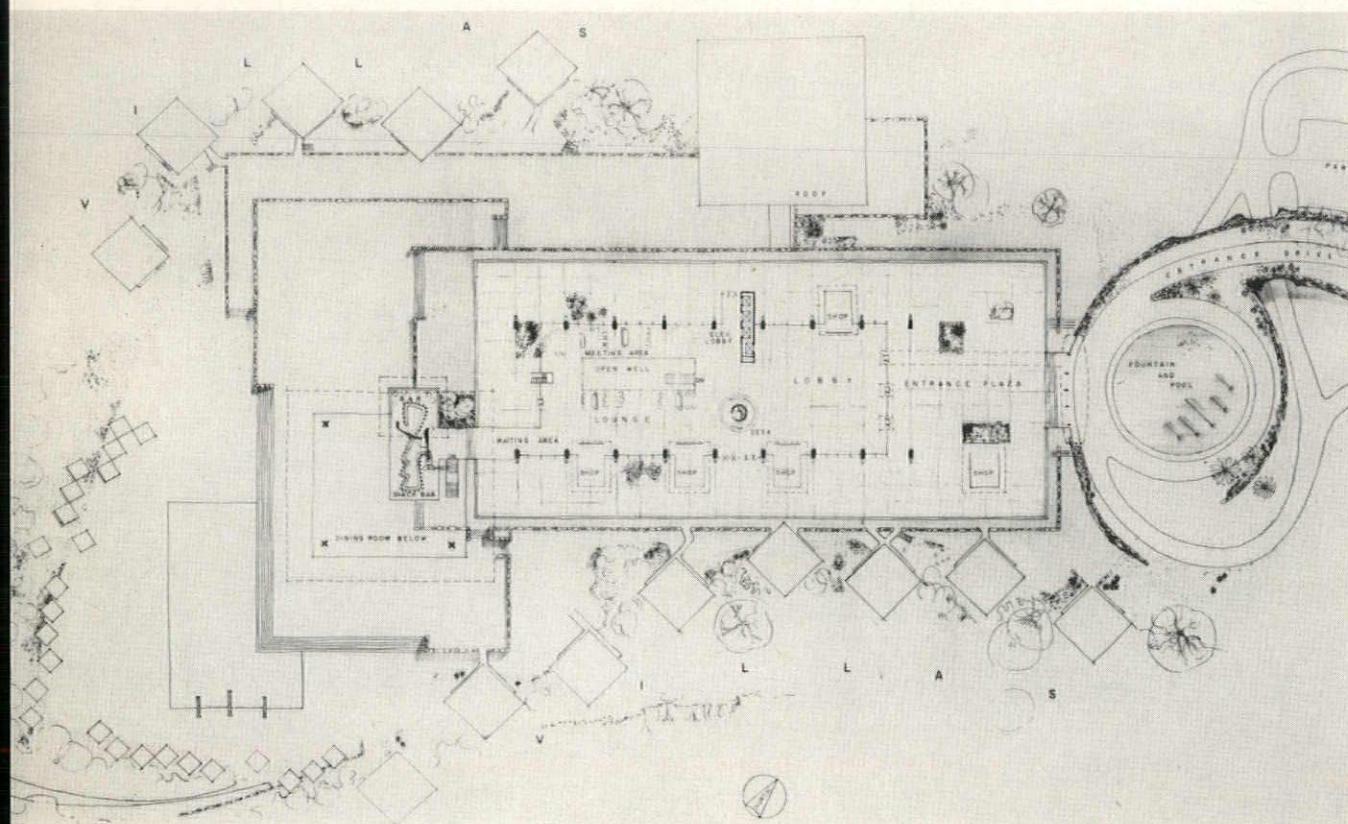
## Residence for Nat Ratner Miami Beach

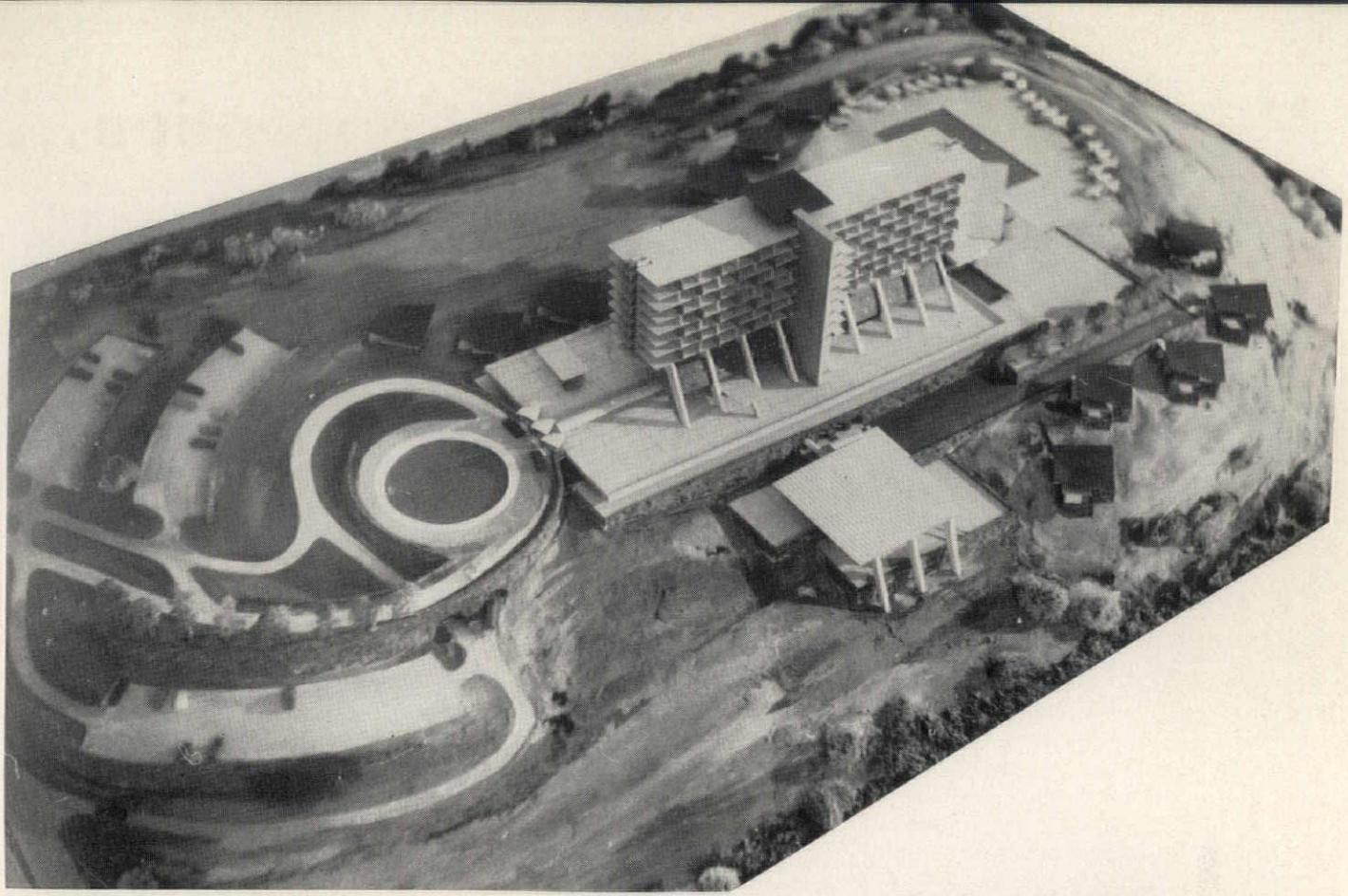
RUFUS NIMS,  
ROBERT B. BROWNE,  
Architects





# Merit Award - 1960 FAA Convention...





Photos by Rhoda Deutschman

## **Design for Naranjo Hotel Guatemala City, Guatemala**

**WATSON, DEUTSCHMAN and KRUSE, Architects and Engineers**



## Mid-Florida...

(Continued from Page 21)

by too many of our members. It appears as though the purpose of many in joining the organization has been to pay dues, when convenient, apply the A.I.A. behind his name, and then sit back and wait for the chapter to do something for him. This does not apply, of course, to all members as was shown by the fine cooperation of many during the staging of the Beaux Arts Ball.

Nor can the necessity of good leadership be minimized for the success of any organization. It does, however, become a little difficult to lead that which is not there to lead, as other officers have found out in the past. It would seem—as many times as it has been said—the fact would eventually register that any organization is made up of individual members and any benefits to be derived from the organization depends to a great extent on the degree of active and interested participation of each individual member toward common goals arrived at by mutual agreement with individual compromises when necessary. The primary purpose of our organization is not one of personal gain, but rather that of promoting and providing better professional services for the good of the public. Success in this will result in individual gain for each member.

It is our aim, this year, to attempt to stress more active participation by all members, channeled into constructive programs with specific aims so that the effort will reap the best possible results. One method of achieving this, begun last year, is more thorough investigation of prospective members, including personal interviews by our membership committee. This, I feel, gives the prospective member a sense of more importance in the organization as well as helping to prevent those who are not seriously interested in the good of the profession and are not willing to work toward this end from becoming members.

We have many talented and high caliber members in this area, a good slate of incoming officers, and plenty of room for accomplishment and improvement. So there is no reason why 1961 should not be a very successful year for the Mid Florida Chapter.

## North Central

By CHESTER L. CRAFT, JR.

President

We of the Florida North Central Chapter of the A.I.A. for the year 1961 shall rededicate ourselves to the objects of the American Institute of Architects and with rekindled desires shall maintain standards of leadership among the chapters of the Institute.

More specifically, the program for the year shall be bi-fold: first, to build "with-in," and, to build "with-out."

*I. To build "with-in":*

1. To increase interest and cooperative action in the affairs of the Chapter, the FAA and the AIA;

2. To continue development of interesting programs for Chapter meetings so as to make attendance an asset;

3. To have each member be "a member in good standing";

4. To increase Chapter membership so as to include those qualified professionals who are not presently within our organization.

*II. To build "with-out":*

1. To continue the development of our public relations program as exem-



plified recently in the sponsoring of the competition for the design of the Tallahassee Junior Museum;

2. To adopt as our prime program-interest for the year that of community development in general and more specifically, of the greater Tallahassee area;

3. To maintain aggressive interests and leadership in community cultural projects such as the Randall House, the recently organized Tallahassee Fine Arts Council, and the Junior Museum.

Shall the year 1961 be one filled with positive thinking and positive action—a banner year? It can be so if we all work together.

## Palm Beach

By HAROLD A. OBST

President

The big item of the agenda for the Palm Beach Chapter will be the 1961 FAA Convention. The Boca Raton Hotel, once called the "millionaires' hidden paradise," has been chosen as the site of the convention. The theme of the convention has not been selected yet, but the various convention committees, under KENNETH JACOBSON, general chairman, are already at work.



With BOB WENING as chairman, the Chapter will serve the various communities within the boundaries of the Palm Beach Chapter, to assist in urban renewal and town planning. The Chapter has already had one meeting devoted to this subject, and more will be planned for the coming year.

The newly organized auxiliary is to be installed in January simultaneous with the installation of the chapter officers. BEVERLY STETSON is the first president of the auxiliary. The purpose of the local auxiliary is to assist the chapter in every way possible, with special emphasis for the coming year on the convention. Other officers are JOY SHOUP, vice president, TRIDDY PEACOCK, secretary, and MARY JACOBSON, treasurer.

In the spring, the Palm Beach Chapter plans to have an exhibition of work of the members at the Norton Art gallery, location of a similar exhibit in 1953, entitled "Architecture Under the Sun." Chapter members have already expressed much interest in this project.

As 1961 will be a Florida legis-

lative year, the Chapter will work with President BOB LEVISON on the legislative program of the FAA, and for such items as a new building for the College of Architecture at the University of Florida, revision of the mechanics' lien law, unified building codes, cooperation between the architectural and engineering professions, and other legislative items.

This, in bare outline form, expresses the main areas of concentration for 1961, of the Palm Beach chapter—with the Convention taking precedence, and assistance in urban renewal of various communities being next in importance. The chapter is also considering the sponsorship of a Beaux Arts ball, but at the time of writing nothing has been done to further this particular project. As president of the chapter, I hope that all members, from our two Fellows down through our junior associates, will take an active and enthusiastic interest in all chapter activities in 1961. If the FAA Convention is to be a success, all members will have to pitch in and actively support their chapter.

## Broward County

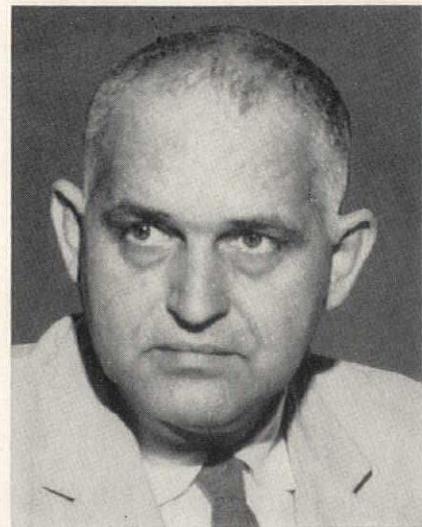
By ROBERT E. HANSEN

President

For 1961 the Broward Chapter will put increasing emphasis on education and individualism.

The community planning and zoning committee is expected to be especially active in its program of public education on urban growth and redevelopment problems.

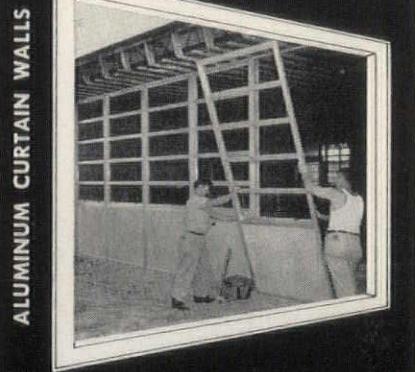
In Fort Lauderdale two new split level cross traffic intersections (The New River Tunnel and the Third Avenue Bridge over New Bridge) point the way toward vertically separated intersections in the heavily trafficed areas of our communities of the future. By helping stimulate public thought on such problems we hope to hasten construction for State Road 9, with its five elevated crossovers in the Lauderdale area and sim-



ilar growth projects to avoid the "fifteen years late" tag which the tunnel earned before it was completed.

We hope to join other chapters and other interested groups to work toward an adequate building code for all of Florida, along with unified qualification requirements for con-

(Continued on Page 28)



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## Broward . . .

(Continued from Page 27)

tractors and sub-contractors.

We will continue close cooperation with other building groups, to further the good of the profession and the industry through communication and education. The chapter is especially proud of the continuing development of the joint Craftsmanship Awards program with the Broward Builders Exchange.

In the area of public service, in addition to urban planning activities, our members are expected to increase already sizeable voluntary activities on planning and zoning boards and on examining boards, neighborhood planning committees and the like.

There are enough community jobs that need doing for everyone—and a bit more. I believe we can find the willing manpower to search out the opportunities and do something about such needs.

In 1961 we will aim toward increased dissemination of educational information within the profession. A continuing project from 1960 will be analysis and recommendations

gleaned from studies of "Donna." New state and national administrations give all of us excellent opportunity to help point the country toward a goal of "united action, with emphasis on educated individualism."

It seems especially important this year that architects take the lead in focussing attention on the need for respect for individuality in setting up

construction finance programs, in urban planning and renewal, and especially in the planning of homes, where individuality begins and must be preserved.

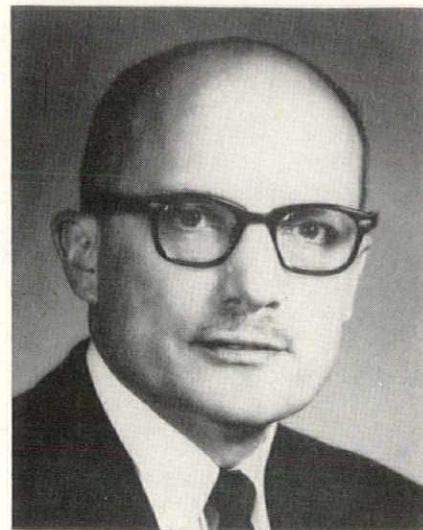
Perhaps it is the lot of the architect in the world of the '60's to see to it that the individual is not swallowed up by mass planning or mass salesmanship or mass psychology.

## Florida North

By JAMES T. LENDRUM

President

In addition to its normal operation through committees, the Florida North Chapter of the AIA will expand on two activities which, while not being on the original program for 1960, were undertaken and have



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proven to be worthwhile.

Florida is well known for its "Oldest House" in St. Augustine. However, few people know of other buildings in the St. Augustine area, or the architectural heritage we have in other buildings throughout the state. Two members of the staff of the Department of Architecture at the University of Florida (Professor F. B. Reeves and Henry Edwards) have worked with the Historic American Buildings Survey during the summer months and have aroused an interest in the early buildings in Florida. In 1960 the Chapter financed a survey trip by these two men which took them through the western part of the state where they made a survey and submitted a report in which they listed seventy-one buildings suitable for recording. Previously the Chapter had advanced funds to cover direct costs for preparing measured drawings of The Bailey House in Gainesville. Here the work was done by students under the direction of Professor Reeves. It is anticipated that these actions will be followed by others in the hope that the HABS will undertake a com-

plete survey, including photographs and measured drawings of the early architecture of Florida.

The Student Chapter of the AIA at the University has been active and encouragement was given the students this fall when The Florida North Chapter made a donation to two students who attended The International

Student Convention at Mexico City. They made sketches and photographs and will present a report at the next Chapter meeting. While no plans have been made for future support of the Student Chapter in the way of direct financial aid, we will cooperate fully and encourage them in every way possible.

## Florida South

By HERBERT R. SAVAGE

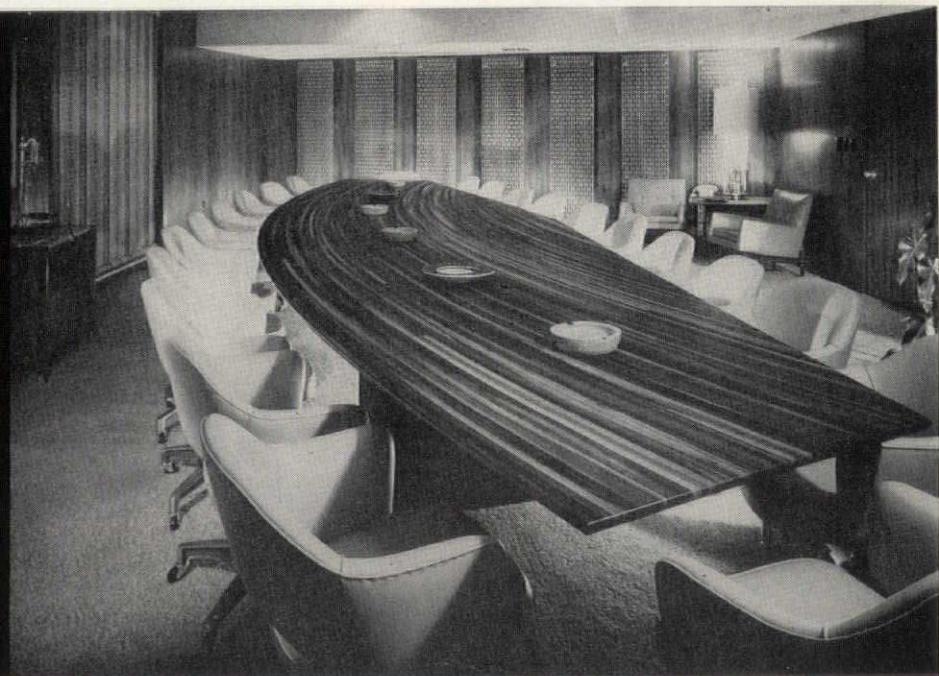
President

In deepest humility I accept the office as president of the Florida South Chapter for this New Year of 1961. On behalf of the executive committee I want to extend an open

(Continued on Page 30)



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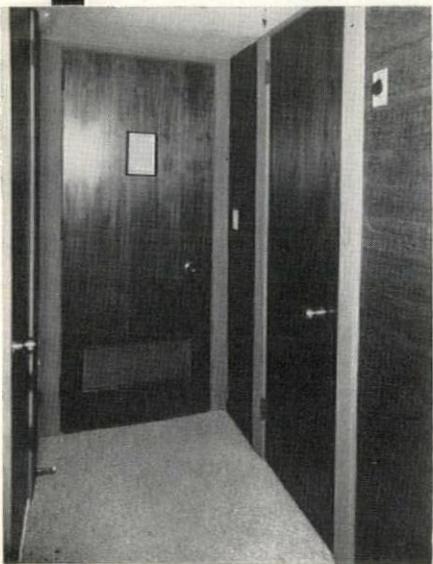
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## Florida South...

(Continued from Page 29)

door policy to all who read this magazine, as we know you have some question which you want answered with respect to the program and problems of the Chapter.

Three items stand out in my mind which are necessary to make a success of our services as a Chapter: a stronger service arm, the AIA and FAA; a strong desire of the individual practitioner to provide the public with the best possible in architectural services; and, last but not least, the need of each and every member to take an active and enthusiastic interest in committee work by which we carry out the wishes of the Chapter, along with the program of the Institute.

To paraphrase, we are only as strong as our weakest committee. Should the strongest committee fail to get the support of the membership we may not accomplish the ideal for which we are working. Therefore good public relations is a must for all architects; and our committees have been successful only when the information has reached the membership or the public.

I believe the Florida South Chapter has carried out a progressive policy to take into its membership, as associates, young architects and has attempted to assist them whenever possible in establishing an ethical and respected practice. This has been done by education or association with the older, tried architects who can help to avoid some of the rough road which we face when there is no organization nor counsel.

## In Expectation . . .

(Continued from Page 13)

kind of independence and opportunity. It is the only State the majority of whose boundary is physically detached from other States or nations. Except along the northern border the principal populated areas are free of direct contact with other expanding cultures and economies. Your growing metropolitan areas are entirely within Florida. As compared to interstate urban sprawl of our east coast farther north and the Great Lakes

(Continued on Page 33)



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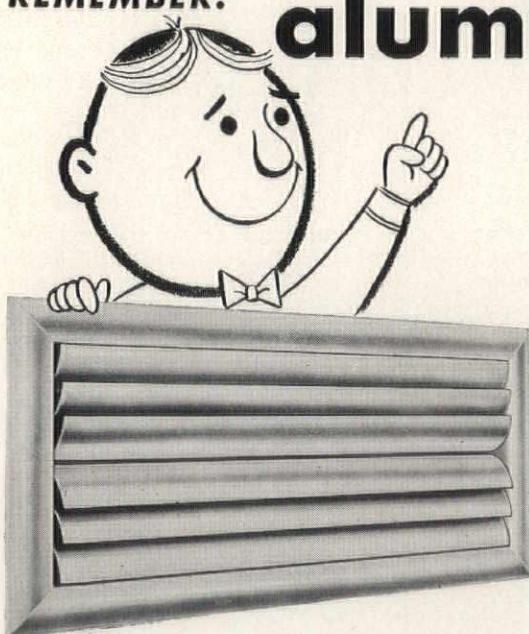
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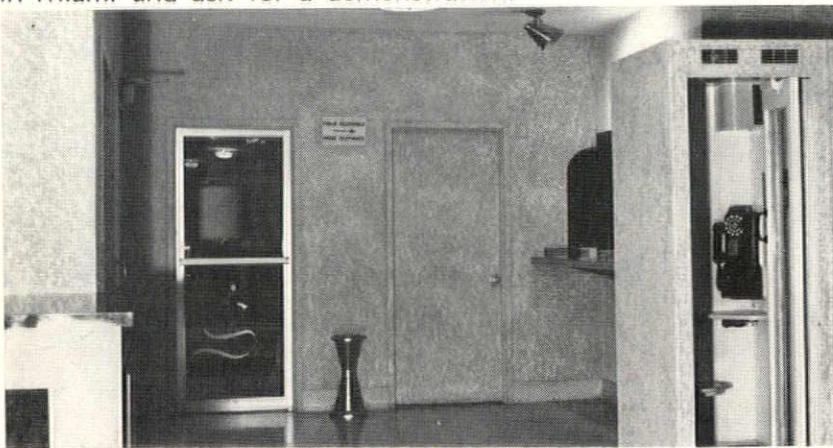


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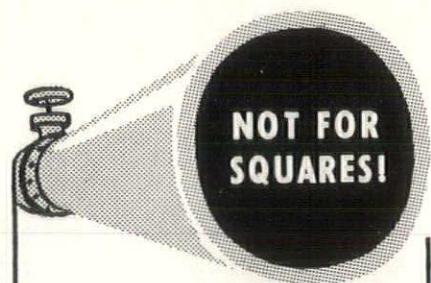
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## In Expectation...

(Continued from Page 30)

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Perhaps we appear naive. But we will risk it in the expectation of greatness.

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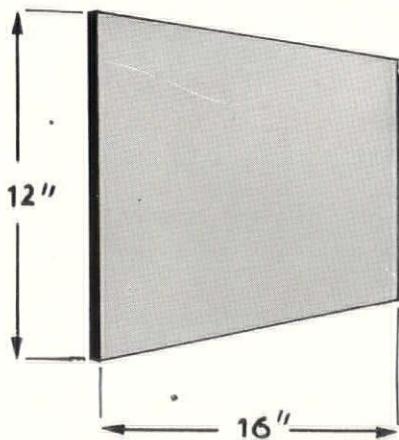
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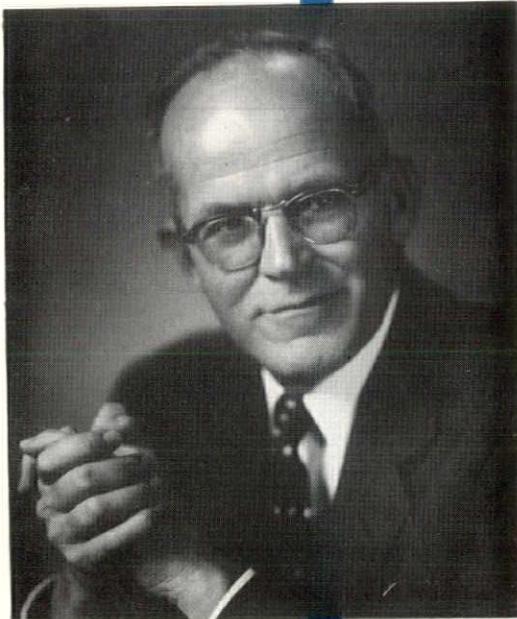
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